



**LA Fashion District BID Board of Directors Meeting**  
Thursday, January 28, 2016 at 11:45 a.m.  
110 E 9<sup>th</sup> St Suite A-1175, Los Angeles, CA

**AGENDA**

1. Public Comment
2. Welcome & Introductions
  - a. Welcome new and returning Board members
3. Approval of Minutes from December 17, 2015 **TAB 1**
4. **ACTION ITEM:** Discussion and Possible Motion on supporting The Alexan Project at 850 S. Hill Street
5. **Convene to Closed Session and Reopen Session to Meeting**
  - a. Santiago Case
6. Board Officer's Election
7. Committee sign- up **TAB 2**
8. Finance Committee Report **TAB 3**
  - a. Appointment of Auditors for Annual Audit
9. Operations Committee Report
10. Image & Communications Committee Report
11. Executive Director's Report **TAB 4**
  - a. Board and Committees 2016 Meeting Calendar **TAB 5**
  - b. Board Roster **TAB 6**
12. New Business
13. Adjourn

*The agenda and information materials are available for review in the BID office at the address below.*

Next Board Meeting date\*:  
**11:45 am      February 18, 2016**

*As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by Kent Smith at (213) 488-1153 x 712.*



**LA Fashion District BID**  
**Board of Directors Minutes**  
Thursday, December 17, 2015

**Board Members Present:** Linda Becker, Mark Chatoff, Mark Cohen, Jorge Flores, Ramin Haverim, Steve Hirsh, Laurie Rosen, Suzette Wachtel, Debbie Welsch

**Board Members Absent:** Darlene Kuba, Bradley Luster, Brian Taban, John Van den Akker

**Guests Present:** Kelly Farrell & Stephanie Henzel – RTKL, Elizabeth Peterson & Nina Clark – EPG, Avital Shavit & Brett Thomas – Metro, Alex Irvine – Craig Lawson & Co. LLC, John Readey – TCR, and Estela Lopez – Kindel Gagan

*The meeting convened at 11:52 am.*

1. **Public Comment:** None
2. **Welcome & Introductions:** Board and guests introduced themselves.
3. **Presentations**
  - a. **Broadway Trade Center:** Elizabeth Peterson presented the eight story renovation of the Broadway Trade Center. The project will be mixed-use and will have 15 levels upon completion, with the addition of 4 mezzanine style floors and 3 rooftop levels.
  - b. **The Alexan at 850 S. Hill Street:** Kelly Farrell presented on the 27 story mixed-use project on the corner of Hill/9<sup>th</sup> St. Upon completion there will be 305 units ranging in size & cost, 344 on-site parking spots for bikes (with 308 being long term parking spots), and 20 feet of additional sidewalk space for pedestrians.
  - c. **Bike Share Station Locations:** Avital Shavit presented on Metro's bike sharing program and the proposed downtown station locations. Each station will have 10-20 bike docking platforms. They informed the Board of Metro's survey regarding station locations and urged property owners to offer feedback regarding locations.
4. **Approval of Minutes from November 19, 2015:** Mark Chatoff moved to approve minutes. Laurie Rosen seconded. The motion was approved by unanimous decision.
5. **Convene to Closed Session and Reopen Session to Meeting for Litigation Update and Personnel Committee Report:** Meeting closed at 12:10 pm for closed session. The Board received an update on two pending cases. The Board members also discussed 2015 Staff Bonuses and 2016 Staff Salaries. The meeting reopened at 2:15 pm.
6. **Public Records Request**
  - a. **Action Item:** Motion to Approve Fee per Page Amount: Debbie Welsch moved to approve the \$0.65, per page amount, printing fee. Ramin Haverim seconded. The motion was approved by unanimous decision.
7. **Action ITEM: Motion to Approve An Extension to the Chrysalis and UPS Contracts:** Mark Cohen moved to approve an extension to the Chrysalis and UPS contracts. Mark Chatoff seconded. The motion was approved by unanimous decision.
8. **Executive Director's Report:** Kent Smith handed out the 2016 Board & Committee meeting calendar.
9. **Election Results:** Kent Smith announced the 2015 election results and welcomed new Board Members: Elisa Keller, Lisa Korbato, Yul Kwon, and Matthew Haverim. Mark Chatoff, Bradley Luster, and Laurie Rosen are current Board Member who were reelected for an additional term.
10. **Recognition of outgoing Board Members:** Plaques were presented to Suzette Wachtel and Ramin Haverim for their service with the Board of Directors. The Board thanked them.
11. **New Business**
12. **Adjourn:** The meeting adjourned at 2:45 pm.



## LA Fashion District Board of Directors 2016 Committee Appointment Poll

- All Board Members must serve on at least one committee.
- Please indicate your interest in serving on a committee by adding your name to at least one of the Committees listed below.
- Members are welcome to serve on more than one committee.

*Please fax the completed form to the BID offices at (213) 488-5159  
or email to [rena@fashiondistrict.org](mailto:rena@fashiondistrict.org) with your requests. Thank you.*

**1 OPERATIONS** Oversees delivery of clean and safe services according to the mandates of the District Management Plan. Meets 7 times a year.

- Operations Committee Appointment Request

Please Print Your Name Here

**2 IMAGE& COMMUNICATIONS (I&C)** Establishes and maintains a high quality image of the Fashion District and communicates that image to the media and various audiences including shoppers and buyers. Meets scheduled as required. Meets 7 times a year.

- I & C Committee Appointment Request

Please Print Your Name Here

**3 FINANCE** Maintains the Fashion District operating budget according to the mandates of the District Management Plan. Meets 7 times a year.

- Finance Committee Appointment Request

Please Print Your Name Here

**4 LEGISLATIVE** Committee that addresses and advocates for specific issues that impact the Fashion District. Meetings scheduled as required.

- Legislative Committee Appointment Request

Please Print Your Name Here

**5 PERSONNEL** Oversees the work performance of the Executive Director and sets human resources policies for the organization. Meetings scheduled as required. (By recommendation of previous Committee Members this committee is limited to three members of the Board including the Chair)

- Personnel Committee Appointment Request

Please Print Your Name Here

## MEMORANDUM

**To:** Fashion District BID – Finance Committee and Board

**From:** Fashion District BID – Management

**Date:** 1/20/2016

**Re:** 2015 Financial Audit

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Based on the satisfactory performance and cost for the 2014 Financial Audit, management seeks approval to have the accounting firm of Gleicher Tilley and Leonard LLC (GTL LLP) perform the 2015 Financial Audit and Information Returns preparation. GTL has been performing our audits since 2012 after an RFP process.

The engagement letter from GTL LLP for the 2015 audit is attached.

The total fees proposed of \$10,158 are \$284 or 3% more than for the previous 2014 audit. For comparison, this cost is 29% lower than the fees paid for the 2011 audit using another firm.

Alternatively, the BID can elect to have GTL perform a Financial Review instead of an audit, which would cost \$3,156 less than an audit. We have also attached the engagement letter for a financial review. See cost comparison below.

	Fee	Tax Returns	O/P Exps	Total Cost
Audit	\$ 8,656	\$ 1,082	\$ 420	\$ 10,158
Review	\$ 5,500	\$ 1,082	\$ 420	\$ 7,002
Diff	\$ (3,156)	\$ -	\$ -	\$ (3,156)
	-36%	0%	0%	-31%



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Participant in Quality Review Program of AICPA

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January 20, 2016

To the Board of Directors of  
**Downtown Los Angeles Property Owners Association**  
110 E. 9<sup>th</sup> Street, Suite A-1175  
Los Angeles, CA 90079

We are pleased to confirm our understanding of the services we are to provide for the Downtown Los Angeles Property Owners Association for the year ended December 31, 2015.

We will audit the financial statements of Downtown Los Angeles Property Owners Association (the "Association" or "Organization"), which comprise the statement of financial position as of December 31, 2015, the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements.

#### **Audit Objective**

The objective of our audit is the expression of an opinion about whether your financial statements are fairly presented, in all material respects, in conformity with U.S. generally accepted accounting principles. Our audit will be conducted in accordance with auditing standards generally accepted in the United States of America and will include tests of your accounting records and other procedures we consider necessary to enable us to express such an opinion. We will issue a written report upon completion of our audit of the Organization's financial statements. Our report will be addressed to the Board of Directors of the Organization. We cannot provide assurance that an unmodified opinion will be expressed. Circumstances may arise in which it is necessary for us to modify our opinion or add an emphasis-of-matter or other-matter paragraph. If our opinion is other than unmodified, we will discuss the reasons with you in advance. If, for any reason, we are unable to complete the audit or are unable to form or have not formed an opinion, we may decline to express an opinion or withdraw from this engagement.

#### **Audit Procedures**

Our procedures will include tests of documentary evidence supporting the transactions recorded in the accounts and direct confirmation of receivables and certain assets and liabilities by correspondence with selected individuals, funding sources, creditors, and financial institutions. We will also request written representations from the Organization's attorneys as part of the engagement, and they may bill you for responding to this inquiry. At the conclusion of our audit, we will require certain written representations from you about the financial statements and related matters.

An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements; therefore, our audit will involve judgment about the number of transactions to be examined and the areas to be tested. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial

statements. We will plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether from (1) errors, (2) fraudulent financial reporting, (3) misappropriation of assets, or (4) violations of laws or governmental regulations that are attributable to the Organization or to acts by management or employees acting on behalf of the Organization.

Because of the inherent limitations of an audit, combined with the inherent limitations of internal control, and because we will not perform a detailed examination of all transactions, there is a risk that material misstatements may exist and not be detected by us, even though the audit is properly planned and performed in accordance with U.S. generally accepted auditing standards. In addition, an audit is not designed to detect immaterial misstatements or violations of laws or governmental regulations that do not have a direct and material effect on the financial statements. However, we will inform the appropriate level of management of any material errors, any fraudulent financial reporting, or misappropriation of assets that comes to our attention. We will also inform the appropriate level of management of any violations of laws or governmental regulations that come to our attention, unless clearly inconsequential. Our responsibility as auditors is limited to the period covered by our audit and does not extend to any later periods for which we are not engaged as auditors.

Our audit will include obtaining an understanding of the Organization and its environment, including internal control, sufficient to assess the risks of material misstatement of the financial statements and to design the nature, timing, and extent of further audit procedures. An audit is not designed to provide assurance on internal control or to identify deficiencies in internal control. However, during the audit, we will communicate to you and those charged with governance internal control related matters that are required to be communicated under professional standards.

#### **Other Services**

We will prepare the Organization's federal (form 990) and state (form 199) information returns for the year ended December 31, 2015 for the IRS and the CA Franchise Tax Board based on information provided by you. We will also assist your staff in preparing the financial statements of the Organization in conformity with U.S. generally accepted accounting principles based on information provided by you.

We will perform the services in accordance with applicable professional standards, including the Statements on Standards for Tax Services issued by the American Institute of Certified Public Accountants. The other services are limited to the financial statement and tax services previously defined. We, in our sole professional judgment, reserve the right to refuse to perform any procedure or take any action that could be construed as assuming management responsibilities. We will advise management with regard to tax positions taken in the preparation of the tax return, but management must make all decisions with regard to those matters.

#### **Management Responsibilities**

You are responsible for establishing and maintaining internal controls, including monitoring ongoing activities; for the selection and application of accounting principles; and for the preparation and fair presentation of the financial statements in conformity with U.S. generally accepted accounting principles. You are also responsible for making all financial records and

related information available to us and for the accuracy and completeness of that information. You are also responsible for providing us with (1) access to all information of which you are aware that is relevant to the preparation and fair presentation of the financial statements, (2) additional information that we may request for the purpose of the audit, and (3) unrestricted access to persons within the organization from whom we determine it necessary to obtain audit evidence.

Your responsibilities include adjusting the financial statements to correct material misstatements and confirming to us in the management representation letter that the effects of any uncorrected misstatements aggregated by us during the current engagement and pertaining to the latest period presented are immaterial, both individually and in the aggregate, to the financial statements taken as a whole.

You are responsible for the design and implementation of programs and controls to prevent and detect fraud, and for informing us about all known or suspected fraud affecting the Organization involving (1) management, (2) employees who have significant roles in internal control, and (3) others where the fraud could have a material effect on the financial statements. Your responsibilities include informing us of your knowledge of any allegations of fraud or suspected fraud affecting the Organization received in communications from employees, former employees, grantors, regulators, or others. In addition, you are responsible for identifying and ensuring the Organization complies with applicable laws and regulations.

You are responsible for the preparation of the supplementary information in conformity with U.S. generally accepted accounting principles. You agree to include our report on the supplementary information in any document that contains, and indicates that we have reported on, the supplementary information. You also agree to include the audited financial statements with any presentation of the supplementary information that includes our report thereon.

You agree to assume all management responsibilities for the tax services, financial statement preparation services, and any other nonattest services we provide; oversee the services by designating an individual, preferably from senior management, with suitable skill, knowledge, or experience; evaluate the adequacy and results of the services; and accept responsibility for them.

#### **Engagement Administration, Fees, and Other**

We understand that your employees will prepare all cash, accounts receivable, and other confirmations we request and will locate any documents selected by us for testing.

Fabio Vasco, CPA is the engagement partner and is responsible for supervising the engagement and signing the report or authorizing another individual to sign it. We expect to begin our audit on approximately mid-February 2016 and to issue our report no later than mid-March 2016.

We estimate that our fees for the audit will be \$8,656 and other services including the preparation of the information returns will be \$1,082. You will also be billed for parking and other out-of-pocket costs such as report production, word processing, postage, etc. Additional expenses are estimated to be \$420. The fee estimate is based on anticipated cooperation from your personnel and the assumption that unexpected circumstances will not be encountered during the engagement. If significant additional time is necessary, we will discuss it with you and arrive at a new fee

GTL, LLP  
2015 Audit Engagement Letter  
January 20, 2016

estimate before we incur the additional costs. Our invoices for these fees will be rendered each month as work progresses and are payable on presentation.

Client and accountant both agree that any dispute over fees charged by the accountant to the client will be submitted for resolution by arbitration in accordance with the Rules for Professional Accounting and Related Services Disputes of the American Arbitration Association. Such arbitration shall be binding and final. IN AGREEING TO ARBITRATION, WE BOTH ACKNOWLEDGE THAT IN THE EVENT OF A DISPUTE OVER FEES CHARGED BY THE ACCOUNTANT, EACH OF US IS GIVING UP THE RIGHT TO HAVE THE DISPUTE DECIDED IN A COURT OF LAW BEFORE A JUDGE OR JURY AND INSTEAD WE ARE ACCEPTING THE USE OF ARBITRATION FOR RESOLUTION.

We appreciate the opportunity to be of service to you and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know. If you agree with the terms of our engagement as described in this letter, please sign the enclosed copy and return it to us.

Sincerely,

GTL, LLP

Certified Public Accountants

RESPONSE:

This letter correctly sets forth the understanding of the Downtown Los Angeles Property Owners Association:

Officer signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_





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January 20, 2016

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110 E. 9<sup>th</sup> Street, Suite A-1175  
Los Angeles, CA 90079

We are pleased to confirm our understanding of the services we are to provide for the year ended December 31, 2015.

We will perform a review engagement with respect to the financial statements of Downtown Los Angeles Property Owners Association (the "Association" or "Organization"), which comprise the statement of financial position as of December 31, 2015, the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements.

#### **Our Responsibilities**

The objective of our engagement is to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

We will conduct our review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA and comply with the AICPA's *Code of Professional Conduct*, including the ethical principles of integrity, objectivity, professional competence, and due care.

A review engagement includes primarily applying analytical procedures to your financial data and making inquiries of management. A review engagement is substantially less in scope than an audit engagement, the objective of which is the expression of an opinion regarding the financial statements as a whole. A review engagement does not contemplate obtaining an understanding of the Company's internal control; assessing fraud risk; testing accounting records by obtaining sufficient appropriate audit evidence through inspection, observation, confirmation, or other examination of source documents; or other procedures ordinarily performed in an audit engagement. Accordingly, we will not express an opinion regarding the financial statements.

Our engagement cannot be relied upon to identify or disclose any financial statement misstatements, including those caused by fraud or error, or to identify or disclose any wrongdoing within the Company or noncompliance with laws and regulations. However, we will inform the appropriate level of management of any material errors and any evidence or information that comes to our attention during the performance of our review procedures that fraud may have occurred. In addition, we will inform you of any evidence or information that comes to our attention during the performance of our review procedures regarding any wrongdoing within the Company or noncompliance with laws and regulations that may have occurred, unless they are clearly inconsequential. We have no responsibility to identify and communicate deficiencies or material weaknesses in your internal control as part of this engagement.

### **Your Responsibilities**

The engagement to be performed is conducted on the basis that you acknowledge and understand that our responsibility is to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements in order for the statements to be in accordance with accounting principles generally accepted in the United States of America. You have the following overall responsibilities that are fundamental to our undertaking the engagement in accordance with SSARS:

- 1) The selection of accounting principles generally accepted in the United States of America as the financial reporting framework to be applied in the preparation of the financial statements.
- 2) The preparation and fair presentation of financial statements in accordance with accounting principles generally accepted in the United States of America and the inclusion of all informative disclosures that are appropriate for accounting principles generally accepted in the United States of America.
- 3) The design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the financial statements.
- 4) The prevention and detection of fraud.
- 5) To ensure that the Company complies with the laws and regulations applicable to its activities.
- 6) The accuracy and completeness of the records, documents, explanations, and other information, including significant judgments, you provide to us for the engagement.
- 7) To provide us with—
  - access to all information of which you are aware is relevant to the preparation and fair presentation of the financial statements, such as records, documentation, and other matters.
  - additional information that we may request from you for the purpose of the review engagement.
  - unrestricted access to persons within the Company of whom we determine it necessary to make inquiries.
- 8) To provide us, at the conclusion of the engagement, with a letter that confirms certain representations made during the review.
- 9) Including our review report in any document containing financial statements that indicates that we have performed a review engagement on such financial statements and, prior to inclusion of the report, to ask our permission to do so.

### **Our Report**

We will issue a written report upon completion of our review of the Association's financial statements. Our report will be addressed to the board of directors of the Association. We cannot provide assurance that an unmodified accountant's review report will be issued. Circumstances may arise in which it is necessary for us to report known departures from accounting principles generally accepted in the United States of America, add an emphasis-of-matter or other-matter paragraph(s), or withdraw from the engagement. If, for any reason, we are unable to complete the review of your financial statements, we will not issue a report on such statements as a result of this engagement.

GTL, LLP  
2015 Review Engagement Letter  
January 20, 2016

**Other Relevant Information**

Fabio Vasco, CPA is the engagement partner and is responsible for supervising the engagement and signing the report or authorizing another individual to sign it.

We estimate that our fees for these services will be \$5,500. You will also be billed for out-of-pocket costs such as report production, word processing, postage, FedEx, Parking, etc. Additional expenses are estimated to be \$420. The fee estimate is based on anticipated cooperation from your personnel and the assumption that unexpected circumstances will not be encountered during the work performed. If significant additional time is necessary, we will discuss it with you and arrive at a new fee estimate before we incur the additional costs. Our invoices for these fees will be rendered each month as work progresses and are payable on presentation.

Client and accountant both agree that any dispute over fees charged by the accountant to the client will be submitted for resolution by arbitration in accordance with the Rules for Professional Accounting and Related Services Disputes of the American Arbitration Association. Such arbitration shall be binding and final. IN AGREEING TO ARBITRATION, WE BOTH ACKNOWLEDGE THAT IN THE EVENT OF A DISPUTE OVER FEES CHARGED BY THE ACCOUNTANT, EACH OF US IS GIVING UP THE RIGHT TO HAVE THE DISPUTE DECIDED IN A COURT OF LAW BEFORE A JUDGE OR JURY AND INSTEAD WE ARE ACCEPTING THE USE OF ARBITRATION FOR RESOLUTION.

We appreciate the opportunity to be of service to you and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know. If you agree with the terms of our engagement as described in this letter, please sign the enclosed copy and return it to us.

Sincerely,

GTL, LLP

Certified Public Accountants

**RESPONSE:**

This letter correctly sets forth the understanding of the Downtown Los Angeles Property Owners Association:

Officer signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## EXECUTIVE DIRECTOR'S REPORT

January 28, 2016

### ADMINISTRATION

#### **Council President Herb Wesson Jr. at CCA's Executive Committee**

Kent Smith attended January's CCA Executive Committee meeting where Council President Herb Wesson spoke about a variety of issues facing the City of Los Angeles. He spoke about the proposed ballot measure that would place a moratorium on new development, of which he is not in favor of. He also spoke about the increase in homelessness, the 2024 Olympics bid, creating an economic development plan for the City and sidewalk vending.

#### **2016 DTLA Market Forecast: Office, Residential, Hospitality & Retail**

Staff attended CCA's DTLA Market Forecast presentation on January 21<sup>st</sup>. A panel that included Tiffany Cooper, VP of Development of Western Region Starwood Hotels; Nick Griffin, Director of Economic Development, DCBID; James Malone, Vice President of Leasing, Brookfield Properties; Dan Rosenfeld, Vice President LA Urban, Sun Cal and Christopher Thornberg, Ph.D. Founding Principal, Beacon Economics, spoke on their outlook for the office, residential, hospitality and retail sectors.

### OPERATIONS

#### **Fashion District BID Staff Met with Mayor Garcetti to Discuss Homelessness**

Kent Smith and Rena Leddy, along with BID representatives from Downtown Center, Historic Core, South Park, Hollywood, Downtown Industrial, Leimert Park and San Pedro were invited to meet with Mayor Garcetti on December 14, 2015, to discuss the City's plans to address homelessness. Mayor Garcetti spoke about the City's plans to spend \$100 million on the issue. He stated that the political will between the County and City is greater than ever.

There will be an expansion to the SMART team, which are teams that pair LAPD officers with LA County mental health professionals to allow for a more thorough and compassionate response to incidents involving mental illness. The expansion will double the number of LAPD SMART units deployed in the field to 16 cars per day city-wide, seven days a week.

We asked the Mayor for a number of items to consider. They are the following:

- Increase outreach workers and expand their efforts to include all downtown not just Skid Row.

- Consider providing immediate interim transitional housing on City-owned lots and buildings.
- Consider regionalized storage and shelters.
- Address the quality of life issues and violent behaviors on the streets and sidewalks

### **City and County Release their Homeless Initiatives**

On January 7<sup>th</sup>, the City of Los Angeles released its *Comprehensive Homeless Strategy* report. The report with the Executive Summary is [here](#). The report, prepared by City Administrative Officer Miguel Santana and Chief Legislative Analyst Sharon Tso, is the region's first comprehensive plan for curbing homelessness in more than a decade. The report was compiled with collaboration from the County. The County released its own Homeless Initiative Report which can be found [here](#).

Both plans focus on the need for an expansion of long term housing for the homeless, short term shelter options, more storage facilities, centralized case management and a no "wrong door" coordinated entry system to house the homeless. The City report offers dozens of options for raising money through state and federal grants, the use of fees on real estate transactions and development as well as a possible bond or tax increase. The City suggests that it will cost at least \$1.85 billion over the next 10 years.

The County's report is a blueprint for how they will spend \$150 million in the near term on homelessness strategies. The County's strategies include spending \$26 million on rapid re-housing for families, allocating 35% of federal housing vouchers, that become available, to people who are chronically homeless and giving \$11 million for short-term housing such as shelters and group homes for people coming out of county institutions, jails and hospitals. The County already has the ability to access these funds.

### **El Nino is here. Help Prevent Flooding!**

El Niño has officially arrived and with it the first storms of the season. Clean and Safe Team staff worked around the clock to help alleviate flooding in the Fashion District. In some areas the water flow was so heavy that it popped off manhole covers (pictured). Most flooding was caused by clogged and/or blocked sewers.



The Clean Team is currently working to clean out sewer drains and remove blockage from grates on all main streets in the district. We asked businesses and property owners to help us prevent future flooding by not disposing of your trash on the street or overflowing BID trash cans, as the wind carries this trash into the sewers. Plastic bags have been especially problematic.



If you see a street begin to flood please contact the Safe & Clean 24-hour line immediately at 213-741-2661.

The City of Los Angeles set up [elninola.com](http://elninola.com) to answer all of your flood and storm-related questions. You can also sign up for alerts from the City of LA Emergency Management Department directly on the site.

Homeless belongings stored in sewers and electrical panels in sidewalks cause flooding

### IMPORTANT NUMBERS TO KNOW:

- **Blocked storm drain?** Contact the City of LA Bureau of Sanitation at 1-800-773-2489.
- **Need sandbags?** Visit any neighborhood LAFD fire station. Find your nearest fire station at the Los Angeles Fire Department [website](#).
- **Experiencing a power outage or need to report power lines down?** Contact the Los Angeles Department of Water and Power (LADWP) at 1-800-342-5397.
- **Need to report fallen trees?** Contact the Bureau of Street Services at 1-800-996-CITY.

## NEW DEVELOPMENT AND TRANSPORTATION

### Coming to the Fashion District in 2016

2016 is already shaping up to be an exciting year for the LA Fashion District with a number of events and projects announced for the New Year.

- **Market Week:** The first tradeshow of the year is only a couple weeks away. [LA Fashion Market Summer '16](#) will take place January 18-21 at all designer showrooms. The full 2016 Market Calendar can be found [here](#). Visit [www.fashiondistrict.org](http://www.fashiondistrict.org) for the [Lines Directory](#) and more information on LA Fashion Market.



- **"One of Downtown's most anticipated dining and drinking spots,"** is what *LA Downtown News* is saying about the City Market South project slated to open later this year. See the full story [here](#).
- **More Residential:** In case you missed it, there's a slew of residential projects expected to open in the Los Angeles-Santee Street area this year. Urbanize.la has the full round-up [here](#).
- **Hotel Coming Soon:** Hoxton, a London-based hotel company, is transforming a long-time vacant building at 11th Street and S. Broadway into a hotel. No specifics have been announced for the project, but LAist has [some details](#).

### New Executive Office Space and High-End Retail

Strategic Legacy Investment Group is investing \$3.5 million to renovate the property at 221 E 12th Street. The 4-story building formerly known as Santee Center has been renamed Downtown Executive Multiplex and will add executive office space and high-end retail to the district. The first new tenant will be Kelly's Coffee and Fudge Factory which is slated to open early 2016. [Click here](#) to read the full story on Urbanize.la.



### Los Angeles Streetcar Update

On January 20<sup>th</sup>, the Los Angeles Street Car Inc. (LASI) Board met for an update on the project. The Bureau of Engineering has taken over the management of the project from LA DOT. LASI is contracted to do the preliminary engineering. The engineering and the draft EIR should be completed by Summer 2016.

### MISCELLANEOUS

#### New Mural at 8<sup>th</sup> and Wall Street

There's a new mural in the Fashion District by Polish street artist duo [Etam Cru](#). "Mr. Rooster" is their second major mural in the U.S. and depicts a "young country boy looking over the smoggy city of Los Angeles." The mural was featured on the popular art magazine *Hi Fructose*. See the feature [here](#).

This is the second mural to go up on 8th Street in recent months. Street artist Teddy Kelly [completed a mural at 8th](#)



and Los Angeles in late 2015, done in partnership with Fashion District-based Think Tank Gallery.

#### **LADWP Board Approves Water Rate Increase**

On January 19, 2016, the Los Angeles Department of Water and Power (LADWP) approved a plan to increase rates that would allow them to meet energy-related mandates and repair the city's degrading power infrastructure. If approved by the City Council (some time in February), the rate hike would result in a 3.86% average annual rate increase over the next five years. Typical residential customers would see a \$4.00 increase in the first year; the five year cumulative total increase would be about \$12.00. Mayor Garcetti is in favor of the increase.

#### **IMAGE & COMMUNICATIONS**

The 2015 Image and Communications Report is attached.



## **LA FASHION DISTRICT BID 2015 IMAGE & COMMUNICATIONS SUMMARY REPORT**

### **WEBSITE & BLOG**

#### **LA Fashion District**

- **542,560** website users
  - 9.3% increase compared to 2014
- **2,383,348** website pageviews
  - We did not track pageviews prior to the new website launch in 2014.
- **251,807** blog pageviews
  - 130.6% increase compared to 2014

#### **Santee Alley**

- **153,263** website users\*
- **496,023** website pageviews\*
- **107,885** blog pageviews\*

\*Data missing for 7.5 week period from October 15 to December 7 due to website developer error during website redesign

### **SOCIAL MEDIA**

#### **LA Fashion District**

##### **Instagram**

- **11,400** followers
- **5,315** new followers
- 87.4% increase in total number of followers compared to 2014

##### **Facebook**

- **37,786** followers
- **3,651** new followers
- 4.7% increase in total number of followers compared to 2014

##### **Twitter**

- **8,060** followers
- **1,137** new followers
- 16.3% increase in total number of followers compared to 2014
- **1,249** total retweets
- 9.8% increase in total number of retweets compared to 2014, which points toward an increase in engagement

#### **Pinterest**

- **4,182** followers
- **988** new followers
- 31% increase in total number followers compared to 2014

#### **Snapchat**

- Launched Snapchat
- 55 followers
- “LA Fashion District” geofilter approved

#### **Santee Alley**

##### **Instagram**

- **3,901** followers
- **1,724** new followers
- 79.2% increase compared to 2014

##### **Facebook**

- **12,459** followers
- **3,794** new followers
- 40.6% increase in total number of followers compared to 2014

##### **Twitter**

- **1,352** followers
- **290** new followers
- 23.4% increase in total number of followers compared to 2014

### **MEDIA COVERAGE**

The BID secured **91,743,942** media impressions in 2015.

- |                      |                      |
|----------------------|----------------------|
| • ABC 7              | • DiscoverLA.com     |
| • Apparel News       | • DREAMS Magazine    |
| • CBS Local & KCAL 9 | • DTLAExplorer.com   |
| • Curbed LA          | • DTLARendezvous.com |

- Fox 11
- Gamespot.com
- Gizmodo.com
- HappeninginDTLA.com
- KPCC 89.3
- KTLA
- LA Business Journal
- LA Confidential
- LA Daily News
- LA Downtown News
- La Opinion
- LA Times
- Laguestlist.com
- LAist.com
- NBC Los Angeles
- NPR (national)
- Projectforpublicspaces.com
- Racked LA
- SourchingJournal.com
- Sunset Magazine
- Telemundo
- Timeout.com
- Univision
- WHERE Los Angeles
- Za.ign.com

#### INSTAGRAM INFLUENCER COVERAGE

- @sincerelyjules, 3m followers
- @\_andreeacristina, 858k followers
- @jessimaldonadotv, 198k followers
- @devonrachel, 126k followers
- @shalicenoel, 110k followers
- @maryerika, 66.1k followers
- @happeningindtla, 64.8k followers
- @merrickstart, 63.9k followers
- @leannerbarlow, 57.7k followers
- @melodyjoymunn, 54.3k followers
- @badbams, 45.5k followers
- @emilyemig, 43.4k followers
- @jackiebeat, 19.1k followers
- @sivanayla, 15.6k followers

Instagram influencer combined reach = **4,722,400**

# BID LINES

## LA Fashion District Business Improvement District (BID) Newsletter

### BID Safe Team

#### 2015 4th Quarter Report

- Initiated **4,808** contacts with merchants to address various issues
- Assisted **431** shoppers to find store locations and lost cars

### BID Clean Team

#### 2015 4th Quarter Report

- Removed **5,794** graffiti tags from buildings, doors and other surfaces (The BID is working with LAPD to prosecute known taggers.)
- Collected **581.57 tons** of trash from cans, alleys and illegal dumping (6.3 tons of trash per day)
- Cleaned **6,664,706** sq. ft. of sidewalk by pressure washing/scrubbing

### 24-Hour Response

The LA Fashion District BID Safe & Clean Team can be reached 24 hours at 213-741-2661.



Rendering of City Market South via LENA Group

## Coming to the Fashion District in 2016...

The new year is promising to be an exciting year for the LA Fashion District with numerous development projects already announced. Below are just a few of the projects coming in 2016.

#### 950 S. Broadway

G.H. Palmer is redeveloping the former Las Palmas nightclub at 950 S. Broadway. The 7-floor structure will be turned into 30 apartments with 7,500 square-feet of retail space and is expected to be completed in Spring 2016. The project is adjacent to Palmer's Broadway Palace currently under construction.

#### Broadway & Olympic Condos

Barry Shy is developing a 15-story condominium at 955 S. Broadway next to Ace Hotel. The mixed-use project will add 163 residential units to the area.

*(Continued on page 2.)*

## Welcome 2016 BID Board of Directors

In December 2015, LA Fashion District property owners elected seven new members to the LA Fashion District (BID) Board of Directors. We would like to welcome all our new and returning Board Members to the BID!

Linda Markoff Becker,  
Markoff Investments

Mark Chatoff,  
California Flower Mall

Mark Cohen,  
ANJAC Fashion Buildings

Jorge Flores, Sam & June Sale Trust

Matthew Haverim,  
Haverim Properties

Steve Hirsh, Cooper Design Space

Elisa Keller,  
Maple & Griffith Properties LLC

Lisa Korbatov, Fisch Properties

Darlene Kuba,  
c/o American Florists Exchange

Yul Kwon, Freeway Apparel

Bradley A. Luster, Major Properties

Laurie Rosen,  
Academy Awards Clothes

Brian Taban, JADE Enterprises

John Van Den Akker,  
1127 Maple LLC

Debbie Welsch,  
Capital Foresight, LP

## Coming to the Fashion District in 2016 ...

(Continued from page 2)

### City Market South

Phase I of the 20-year City Market project is expected to open in late Spring 2016. City Market South will feature a number of restaurants and bars including the much-anticipated Vietnamese eatery The Slanted Door from San Francisco-based Chef Charles Phan. The project is located between San Pedro and San Julian Streets from 11<sup>th</sup> to 12<sup>th</sup> Streets.

### Downtown Executive Complex

Renovation is underway at the 4-story building on the corner of 12<sup>th</sup> and Santee Street. Formerly "Santee Center," the Downtown Executive Complex will feature executive office space and high-end retail. Kelly's Coffee and Fudge Factory will be opening in the building in early 2016. The project is located at 221 E. 12<sup>th</sup> St.

### Grether & Grether Lofts

Located at 730 S. Santee St., the Grether & Grether Building will boast 72 live-work lofts and 11,500 square feet of retail space. It is slated for completion in early 2016.

### Hoxton Hotel

British hotel operator Hoxton plans to transform a historic building on 11<sup>th</sup> and S. Broadway. The vacant property was once the headquarters for Henry Huntington's Los Angeles Railway (Yellow Cars). It is speculated the project will break ground in 2016.

### Maxfield Building

Capital Foresight's second adaptive-reuse project in the Fashion District is expected to open in early 2016. (Capital Foresight developed the Garment Lofts, which opened in 2015.) The 12-story project will bring 96 live-work lofts to the district. The project is located at 819 S. Santee St.

### Spring Street Towers

The Holland Partner Group is looking to add 320 residential units to the area with a 24-story tower at 8<sup>th</sup> and Spring Streets. The project is located at 737 S. Spring St.

## Marketing & Communications

### 2015 4th Quarter Report

- **107,664** Website visitors  
[www.fashiondistrict.org](http://www.fashiondistrict.org)
- **440,280** Website pageviews
- **46,569** Blog pageviews  
[www.fashiondistrict.org/blog](http://www.fashiondistrict.org/blog)
- **1,201** New Facebook followers,  
**37,786** total followers  
[Facebook.com/LAFashionDist](https://www.facebook.com/LAFashionDist)
- **260** New Twitter followers,  
**8,060** total followers  
[@LAFashionDist](https://twitter.com/LAFashionDist)
- **2,458** New Instagram followers,  
**11,400** total followers  
[@lafashiondistrict](https://www.instagram.com/lafashiondistrict)
- **182** New Pinterest followers,  
**4,182** total followers  
[www.pinterest.com/lafashiondist](https://www.pinterest.com/lafashiondist)
- **Launched Snapchat! Follow us**  
[@lafashiondist](https://www.snapchat.com/add/lafashiondist)

## New Mural at 8th and Wall Street by Etam Cru



There is a new mural in the Fashion District by Polish artist duo Etam Cru. "Mr. Rooster" is their second major mural in the U.S. and depicts "a young country boy looking over the city of Los Angeles". The mural is located near the intersection of 8th and Wall Street across from the flower markets.

## 2015 Holiday Recap

Holidays in the LA Fashion District were busy and festive. Santee Alley hosted "Selfies with Santa". The BID created a "Santa pop-up" for the event, transforming a vacant retail space into Santa's wonderland. See photos of the transformed space on Instagram: @thesanteealley.

BID Safe Team officers handed out special edition LA Fashion District canvas totes to shoppers throughout the month of December and held a booth at The Wall Farmer's Market on December 12th. One in every 10 bags had a surprise gift card to different Fashion District businesses.



2014 Safe and Clean Results: 14,191 graffiti tags - 153,571 crime prevention safety checks - 2,186 tons of trash



LA Fashion District Business Improvement District Newsletter  
110 E 9th Street, Suite A1175, Los Angeles CA 90079 P 213.488.1153 F 213.488.5159  
[www.fashiondistrict.org](http://www.fashiondistrict.org)

Return Service Requested

## **Is your business listing up to date?**

The LA Fashion District BID maintains a FREE online directory for all businesses in the Fashion District. This directory is the most visited page on our website, which receives approximately 42,000 visitors a month.

Please visit [www.fashiondistrict.org/businessdirectory](http://www.fashiondistrict.org/businessdirectory) to see your business listing. If you need to update your business listing or would like to have your business added to the directory please contact us via email at [info@fashiondistrict.org](mailto:info@fashiondistrict.org).



## LA Fashion District BID 2016 Meeting Calendar

### JANUARY

Tues	19	12:00 PM Operations
Wed	20	10:30 AM Image & Communications
Thurs	21	10:30 AM Finance
Thurs	28	11:45 AM BOARD MEETING

### FEBRUARY

Thurs	18	10:30 AM Finance
Thurs	18	11:45 AM BOARD MEETING

### MARCH

Tues	15	12:00 PM Operations
Wed	16	10:30 AM Image & Communications
Thurs	17	10:30 AM Finance
Thurs	17	11:45 AM BOARD MEETING

### APRIL

Thurs	21	10:30 AM ANNUAL MEETING
Thurs	21	11:45 AM BOARD MEETING

### MAY

Tues	17	12:00 PM Operations
Wed	18	10:30 AM Image & Communications
Thurs	19	10:30 AM Finance
Thurs	19	11:45 AM BOARD MEETING

### JUNE

No regularly scheduled meetings.

### JULY

Tues	19	12:00 PM Operations
Wed	20	10:30 AM Image & Communications
Thurs	21	10:30 AM Finance
Thurs	21	11:45 AM BOARD MEETING

### AUGUST

No regularly scheduled meetings.

### SEPTEMBER

Tues	20	12:00 PM Operations
Wed	21	10:30 AM Image & Communications
Thurs	22	10:30 AM Finance
Thurs	22	11:45 AM BOARD MEETING

### OCTOBER

No regularly scheduled meetings.

### NOVEMBER

Tues	15	12:00 PM Operations
Wed	16	10:30 AM Image & Communications
Thurs	17	10:30 AM Finance
Thurs	17	11:45 AM BOARD MEETING

### DECEMBER

Thurs	15	11:45 AM BOARD MEETING
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**Please Note:** Meeting dates & times are subject to change with appropriate notice.



## 201 Board of Directors Roster

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